

Synchronoss Technologies Launches New Cloud Initiatives and Connected Products at CES

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Officially Debuts Business Cloud, SMB File, Sync and Share Solution, During Show

BRIDGEWATER, N.J.--(BUSINESS WIRE)--Dec. 19, 2013-- Synchronoss Technologies, Inc. (NASDAQ:SNCR), the mobile innovation leader that provides cloud solutions and software-based activation for connected devices across the globe, today announced it will introduce new products and corporate initiatives at the 2014 International CES Show in Las Vegas, January 7th – 10th.

These new corporate introductions – along with demonstrations of its market-leading solutions for service providers – underscore the importance of Synchronoss' place in the growing ecosystem of the connected world.

The product showcase will be held in the Chairman's Salon at the Wynn Las Vegas and will feature:

- **Synchronoss Business Cloud:** A white-labeled file, sync, share and collaboration cloud solution for carriers catering to enterprise customers that is secure, flexible, scalable, and integrates critical features within a single platform.
- **Synchronoss Personal Cloud™:** An industry-leading white-labeled personal cloud solution allows mobile carriers to provide subscribers branded, out-of-the-box storage and sync capabilities.
- **Synchronoss Integrated Life™:** A cloud platform solution enabling any device to simply and quickly activate on the network and empower end users to engage with devices and network in new ways; from smartphones and tablets to connected homes, cars, and health and wellness devices, Integrated Life connects and activates everything and enables a seamless experience for the next generation of connected devices.

The company will officially launch and demo Synchronoss Business Cloud -- the latest product in its cloud portfolio -- at an invitation-only event in the Chairman's Salon at the Wynn on January 7th. This event will include executive keynotes and a special panel on the emerging cloud ecosystem moderated by *Forbes* and *Bloomberg* contributor Tom Taulli and featuring senior executives from US Carriers.

To schedule a meeting and to view the Synchronoss demos while at CES, please contact us at rsvp@synchronoss.com.

About Synchronoss Technologies, Inc.

Synchronoss Technologies (NASDAQ: SNCR) is the mobile innovation leader that provides cloud solutions and software-based activation for connected devices across the globe. The company's proven and scalable technology solutions allow customers to connect, synchronize and activate connected devices and services that empower enterprises and consumers to live in a connected world. For more information visit us at:

Web: www.synchronoss.com

Blog: <http://blog.synchronoss.com>

Twitter: <http://twitter.com/synchronoss>

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